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TOBACCO INDUSTRY RESEARCH COMMITTEE  
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(Cf. #42 - Heath-  
Farnsworth  
Activated 1/1/55  
Renewed 1/1/56  
" 1/1/57-6/30/57)

Application for Research Grant

Date: March 29, 1960

1. Name of Investigator: Charles C. McArthur, Ph.D.
2. Title: The Social Mediation of Smoking Behavior
3. Institution & Address: University Health Services  
Harvard University  
78 Mt. Auburn St.  
Cambridge 38, Massachusetts
4. Project or Subject: The social setting of smoking habits both at the time smoking started and at present, around age 40, will be investigated for members of the Study of Adult Development by means of the attached section of the Study's annual follow-up questionnaire. The analysis of this data by itself and in relation to known lifetime smoking histories is proposed. The interaction of the social mediation of smoking with the cultural and psychodynamic factors already seen in these same people will be examined.
5. Detailed Plan of Procedure: After tabulating the questionnaire items, relations among items will be sought. Types of first smoking experience, family smoking background and family attitudes toward smoking (Questions 9,1 and 2) will be compared to see if some common patterns do not emerge. If types of smoking families of origin can be categorized, the relations of these family backgrounds to lifetime smoking patterns will be examined. Types of lifetime histories have been described. Do certain kinds of smoking families generate sons who become essentially nonsmokers, moderate smokers, heavy smokers who can quit or late starters whose smoking accelerates addictively? A recent paper, Horn et alia, suggests that the beginning of such an influence of family can be discerned already during high school. How much does the family pattern influence smoking still by age 40?

The relation of the early social setting of smoking to the cultural and psychodynamic factors shown to relate to smoking behavior in these same people can now be seen. Are the cultural variables directly mediated by the family? Where anthropology was invoked was the phenomenon as simple as that when fathers don't smoke sons don't? Are psychodynamics irrelevant if we know what the consciously reportable attitudes of family and son were? Or do these factors supplement each other and interact in

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complex ways? The beautiful possibility of seeking interaction effects in an analysis of variance is open to us. What are the relative contributions of Nonsmoking Father and of Lower Middle Class Origin? Does the first just express the second? Heighten its effectiveness? Wash its effect out? Parallel effects of culture x family mediation x psychodynamics can be explored. The criteria measured can be total lifetime smoking, smoking at forty, ability to quit, or lifetime smoking curve type.

Next, the current social surround may be examined from Questions 4 and 5 and sometimes 6 and 7, depending on the content of the answers. Do contemporary social influences account for today's smoking behavior? Are there types of social surrounds of smokers? Do these types relate to present behavior? More important, do these types relate to present attitudes? Question 3 becomes, then, another criterion. To what extent does what people say now coincide with what people do? Will the parental press on the next generation be as it has been in the past?

The second step with this data is to see how present social surround interacts with original family surround in determining today's smoking behavior and attitudes. Does one determine behavior and the other attitudes? Again an analysis of variance is suggested: what are the contributions of Nonsmoking Contemporaries? Are these two effects additive? Or is an interaction effect Nonsmoking Origins x Smoking Contemporaries very real? Again, present smoking, lifetime smoking, quitting, curve or expressed attitudes may be used as criteria.

Once again, the relation of contemporary social surround to all the cultural and psychodynamic forces known to operate in these men should be examined. Take the heavy smoker with his impulsive personality. Does he seek Contemporary Smoking as a surround? Do his inner drives carry him right through Contemporary Nonsmoking surrounds that never touch him? What of conscientious nonsmoking? Is this supported by nonsmoking surrounds? Or does this trait, too, go on inner directedly and oblivious to social pressures?

The remaining questions will illuminate histories and smoking ideologies and will be used to test theories about the value systems that go with types of smoking histories. Questions 2 and 3 make an interesting pair. Questions 6 and 7 are aimed at the conscious report of nonsmokers, whose underlying dynamics were theoretically explained in earlier papers. Again, value analysis of all these openended questions should produce a typology that can be compared to smoking history and to other typologies already coded for these same persons. Interaction effects are again to be sought. For instance, many physicians have stopped smoking. Is this as simple a phenomenon as it looks to be or is there an interaction Physician x Moral Family Ideology that can be seen? Which physicians stopped? What patterns did recent publicity trigger? Is there a purely contemporary interaction effect like Physician x Smoking While Working that leads to different outcomes?

These analyses of culture x social groups x individual personality bring this study to a very broad conceptual level. No one has ever examined "Personality in Nature, Society and Culture" with such a universally

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available and easily quantifiable criterion as number of cigarettes consumed. We all say we believe that Nature, Society and Culture interact to determine human behavior but this may well be the first piece of human behavior for which the contributions of each of the three and the weight of the interaction effects between them has been calculated!

6. Budget Plan:

Salaries	\$1,281.53
Expendable Supplies	-
Permanent Equipment	-
Overhead (15%)	192.23
Other	-
Total	\$1,473.76

7. Anticipated Duration of Work: Ten weeks

8. Facilities and Staff Available: The budget covers 1/5 time for the principal investigator plus a full time coding clerk for ten weeks. All other resources (typists, office materials, calculating machinery) will be provided by Harvard. The rich longitudinal data and office facilities of the Study of Adult Development are the basic tools for this study.

9. Additional Requirements: None

10. Additional Information (Including relation of work to other projects and other sources of supply):

This work grew out of the studies earlier supported by TIRC and reported by Heath and also by McArthur, Waldron and Dickinson. The questions asked for this study filled gaps in the original data. The codings done for the earlier studies will be used in this study, so that the interaction between these new factors in smoking behavior and those previously observed can be run by a clerk. The early social factors can be related to known longterm subsequent smoking histories.

Signature Charles McArthur  
Director of Project

Business Officer of the Institution

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